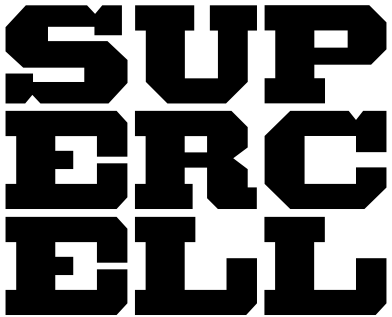


CLASH OF CLANS

Designing Games That People Will Play For Years

GDC 2015 – Jonas Collaros

ABOUT ME

** Albuquerque?*

** Finland?*

ABOUT ME

** The Rise And Rise Of The Finnish Gaming Industry*

** Helsinki*

THEN AND NOW

** Pocket Gamer's 10 best of 2007*

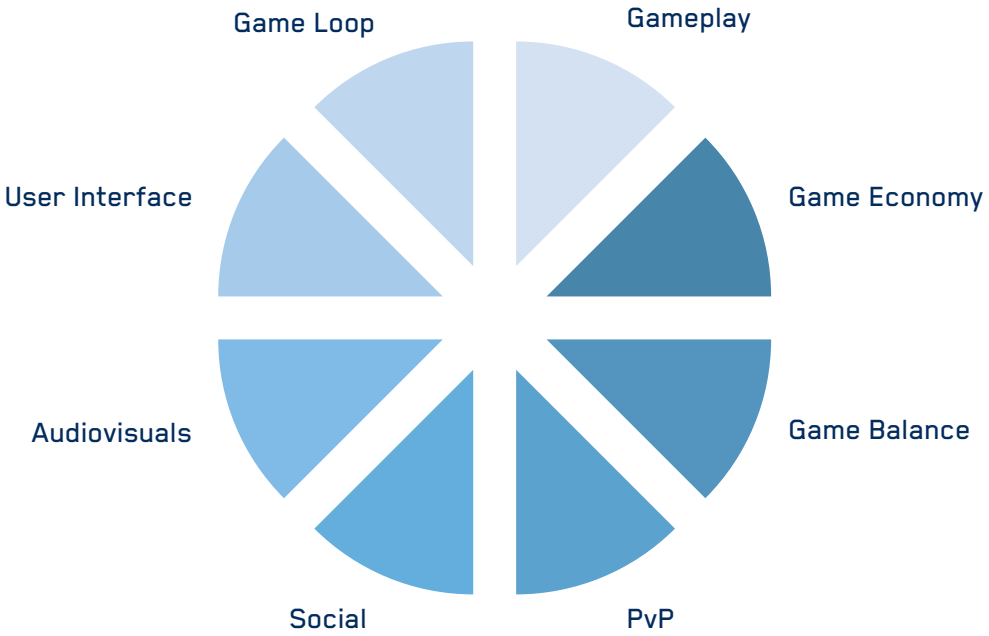
** Google Developer's Portal 2015*

EVERYDAY ENTERTAINMENT

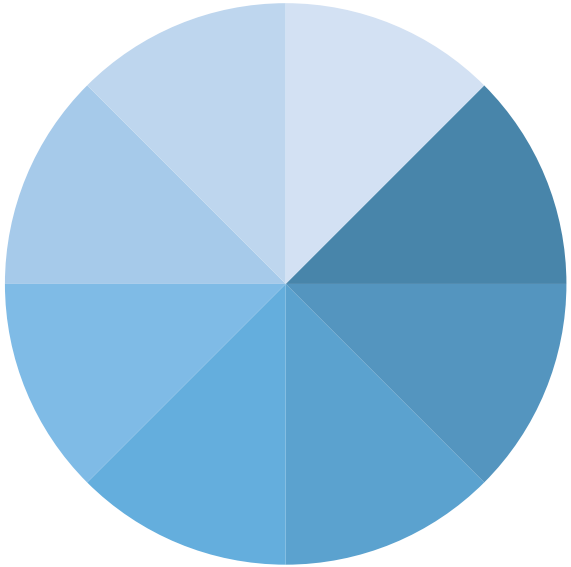
** ITU News 2013: 7 billion phone subscriptions*

CLASH
of CLANS

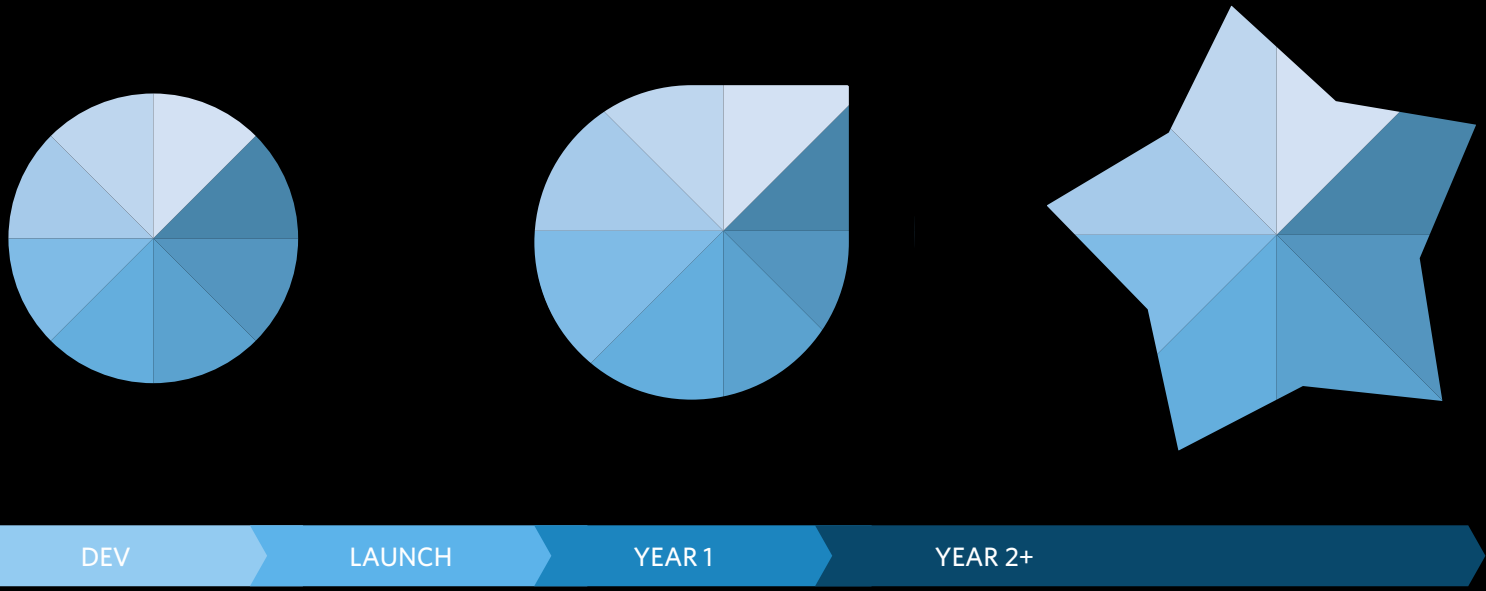
DESIGN DECONSTRUCTION



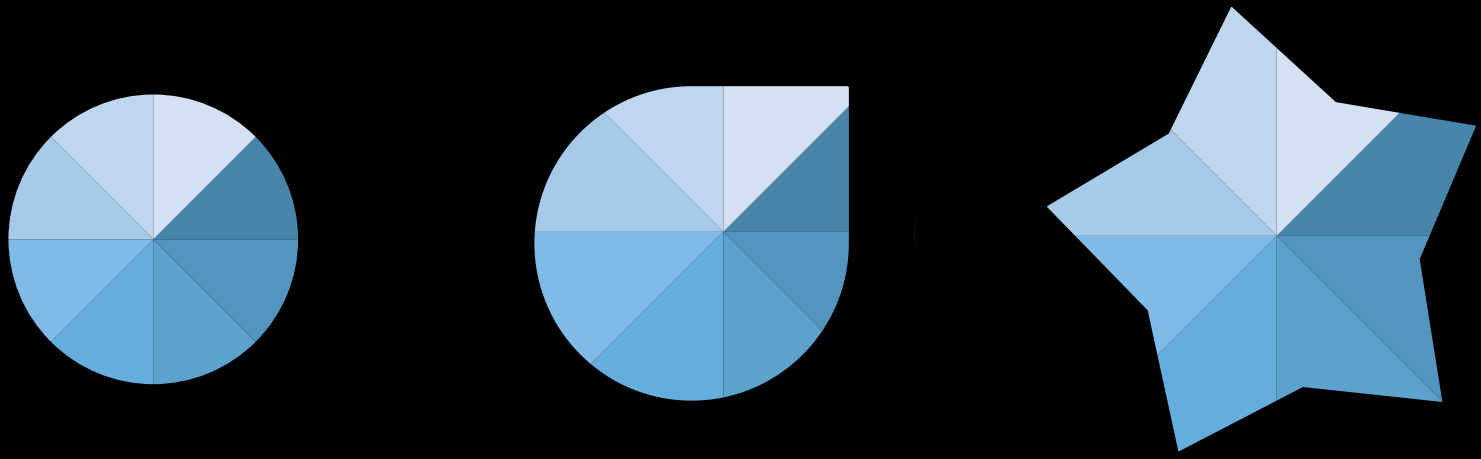
GAME EXPERIENCE



DYNAMIC DESIGN



DYNAMIC DESIGN



FOUNDATION

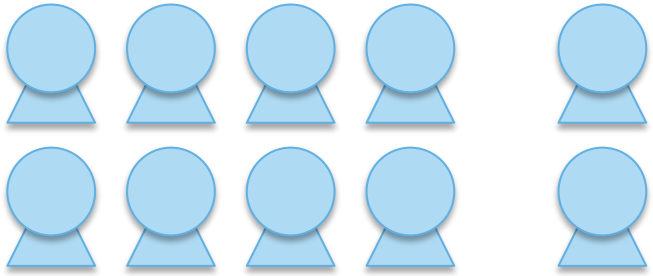
EXPANSION

MATURATION

FOUNDATION

Create – Play - Improve

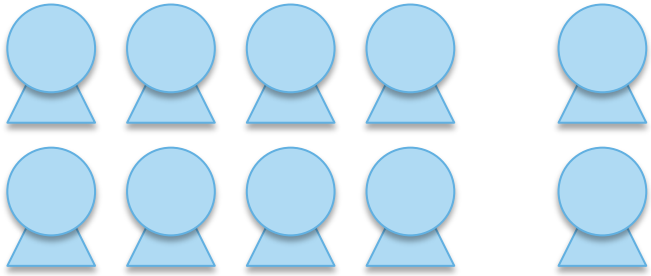
CLASH: THE TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

CLASH: THE TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

PLAYER SUPPORT LEAD

ANALYST

COMMUNITY LEAD

CLASH: THE TEAM

PROGRAMMERS / ARTISTS

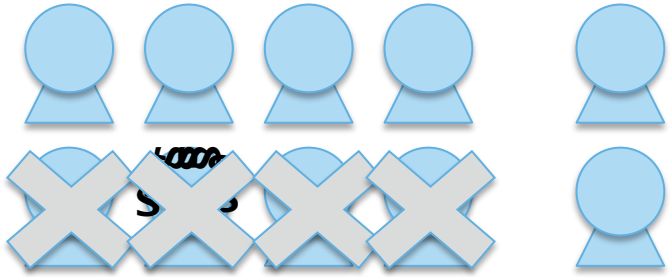
GAME LEAD + TESTER

PLAYER SUPPORT LEAD

ANALYST

COMMUNITY LEAD

CLASH: THE FIRST TEAM



PROGRAMMERS / ARTISTS

GAME LEAD + TESTER

PLAYER SUPPORT LEAD

ANALYST

COMMUNITY LEAD

FREEDOM TO DEVELOP

FREEDOM TO FOCUS

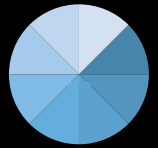
FOCUS: CORE

37
GeneralDonut
Available Loot:
62 138
54 599
19
Defeat:
-27
Surrender
Battle ends in:
2M 20s
Max: 1 501 000
446 719
Max: 1 001 000
49 063
491
Overall Damage
18%
x2
x5
x0
x3
x12
x1
x1

FOCUS: REPLAYS

FOCUS: TROOP DEATH

FOCUS ON ESSENTIALS



Make a great game - Prove the core – Fix key design issues

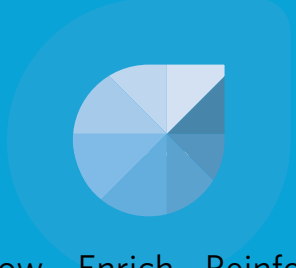
WHAT DO YOU NEED?

** "Never give up! Trust your instincts!"*
- Peppy Hare

** Battery Energy Drink*

GOOD GUT FEELINGS & ENERGY DRINKS

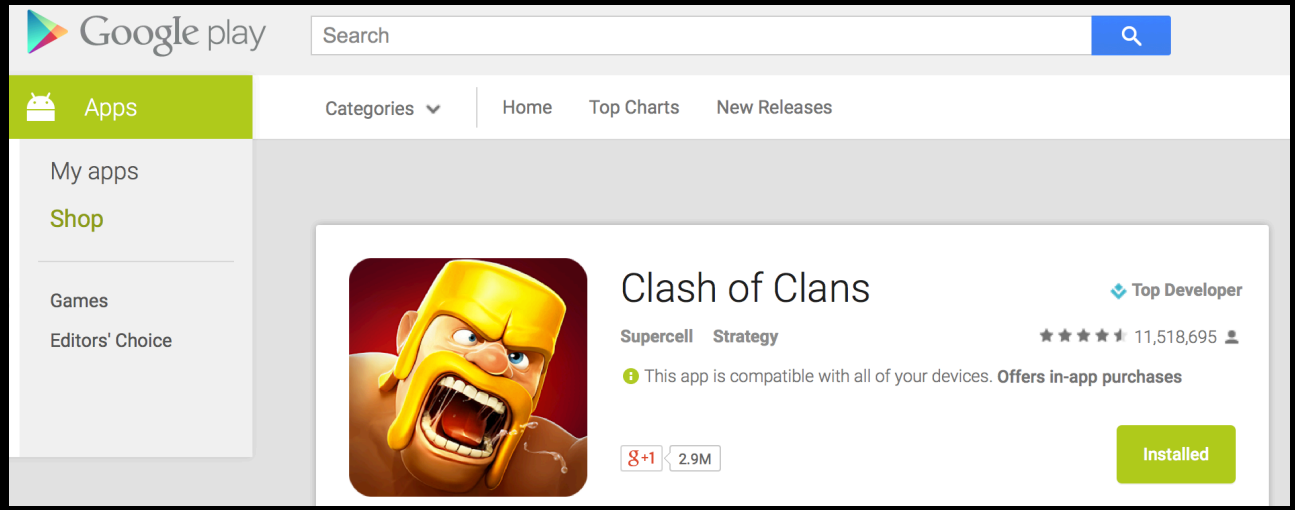
EXPANSION



Grow – Enrich - Reinforce

FOCUS: NEW TROOPS

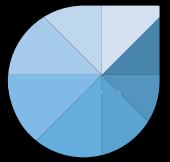
FOCUS: ANDROID



FOCUS: JAPAN

FOCUS: IMPROVEMENTS

FOCUS ON ESSENTIALS



Enable a long lifetime of play - Add variety - Improve what is already great

WHAT IF YOU REVERSED FOCUS?

** Atari E.T. cartridge landfill*

WHAT IF YOU REVERSED FOCUS?

MATURATION

Innovate - Balance - Challenge

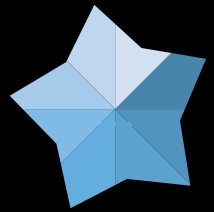
FOCUS: CLAN WARS

FOCUS: HEROES

FOCUS: OLD TROOPS

FOCUS: OLD TROOPS

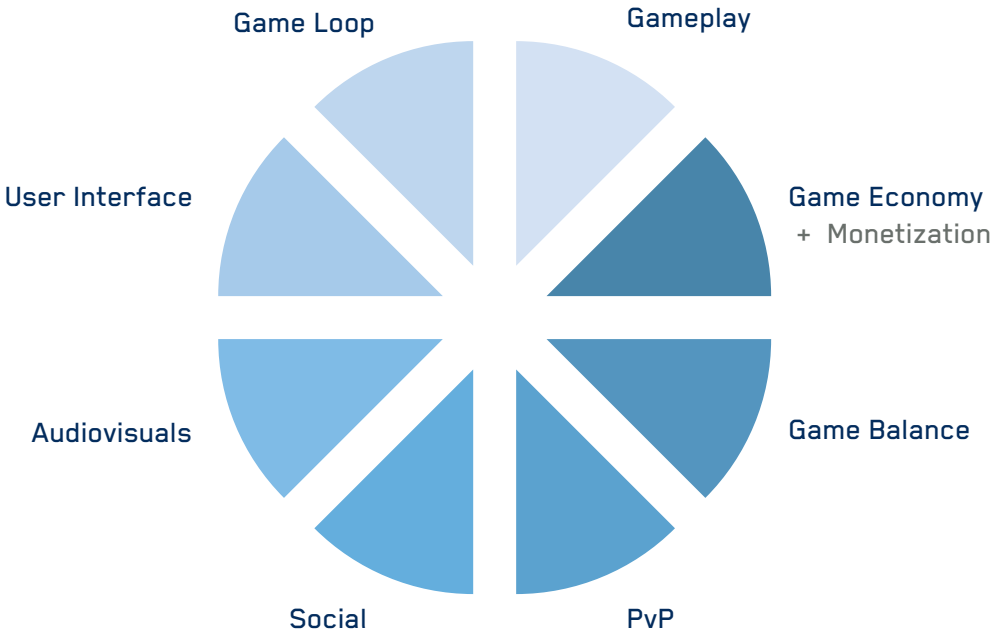
FOCUS ON ESSENTIALS



Think beyond content – Be ambitious - Fine tune relentlessly

+ Monetization

WHAT ABOUT…?


Game Loop
Gameplay
User Interface
Game Economy
+ Monetization
Audiovisuals
Game Balance
Social
PvP

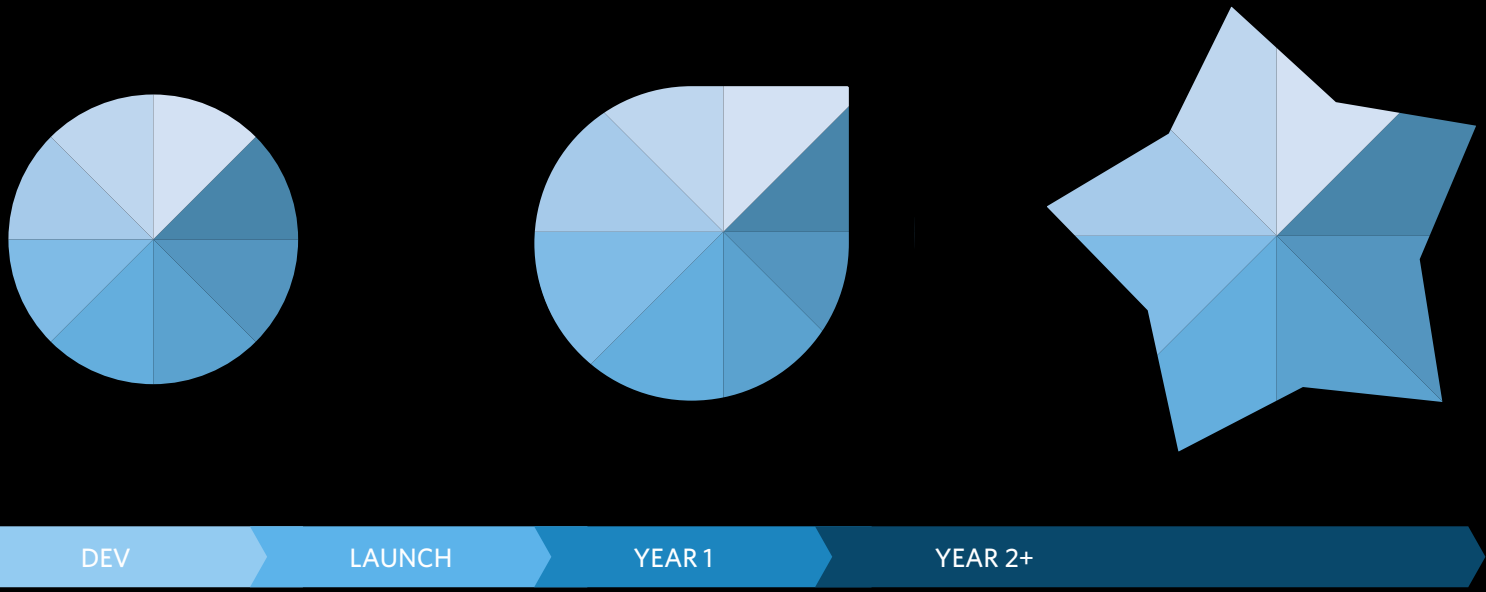
WHAT ABOUT...?

1 OUT OF 10

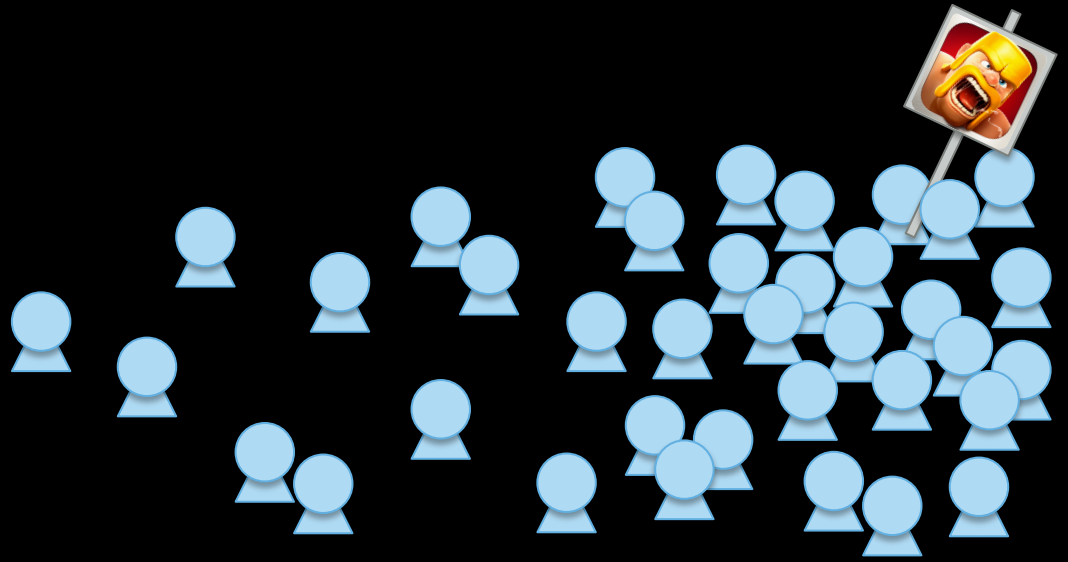
1 OUT OF 10

2 Year Retention (by the day)

A LONG JOURNEY



A LONG JOURNEY TOGETHER



DEV | LAUNCH | YEAR 1 | YEAR 2+

“THEY OWN IT”

THEY DESERVE IT

THANK YOU!

WWW.SUPERCELL.COM

PHOTO REFERENCES

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